

NOTHING EVER LIKE THIS IN TOOLS

hang up
anywhere

NEW

THESE TWO
FIT INSTANTLY INTO

HANGER ENDS
"PERFORATED BOARDS"



challenger

FINE QUALITY POPULAR PRICES

4012
12" Adj. Wrench

4010
10" Adj. Wrench

4008
8" Adj. Wrench

4006
6" Adj. Wrench

4004
4" Adj. Wrench

"Wall-ettes" are the perfect answer for hanging on any of the Perforated Panels so widely used in store displays today. The top hanger ends (see sketch at left) are formed to hold the "Wall-ette" securely in place when inserted into the Perforated Board, and are properly spaced for accurate fit.

OR YOU CAN QUICKLY HANG "WALL-ETTE" ON ANY WALL OR CABINET DOOR with 2
MAGIC BUTTONS



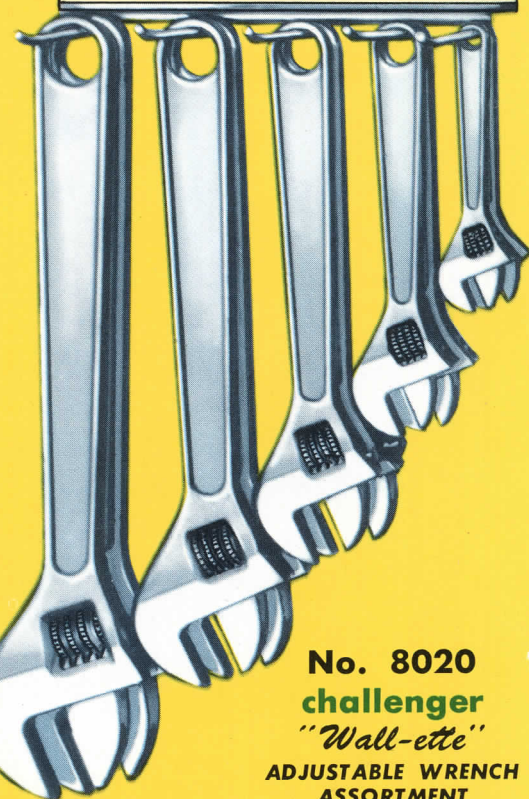
Simply measure the distance between hanger ends of "Wall-ette", then accordingly space and screw on wall or door the 2 "Magic Buttons" (included free). Insert the hanger ends into the "Buttons" (illustration at left), and your "Wall-ette" is all set to sell for you!

No. 8020 challenger ADJUSTABLE WRENCH *Wall-ette*

Marvelous year-round sellers... every home owner, automobile owner and mechanic needs these adjustable wrenches! Complete range of jaw capacities up to 1 $\frac{5}{16}$ ". Beautifully balanced lightweight bodies forged from tough alloy steel for double strength. "Full-bite" jaws handle both hex and square nuts, precision teeth mesh smoothly, hold adjustment, withstand extreme leverages. Each wrench plated all-over in Sparkling Chrome. Overall Size 6" x 12".

CONTENTS, Adjustable Wrenches—2 No. 4004—4" • 2 No. 4006—6" • 2 No. 4008—8" • 2 No. 4010—10" • 2 No. 4012—12" • and also Metal "Wall-ette" Display Fixture with printed "Slide-in" Retail Price Cards.

No. 8025 Challenger "Wall-ette" (not illustrated). Contents same as No. 8020 except wrenches are semi-polished.



No. 8020
challenger
"Wall-ette"
ADJUSTABLE WRENCH
ASSORTMENT



THE ULTIMATE IN 1
challenger

"Wall-ettes"®

ALL
PATENT
RIGHTS
RESERVED

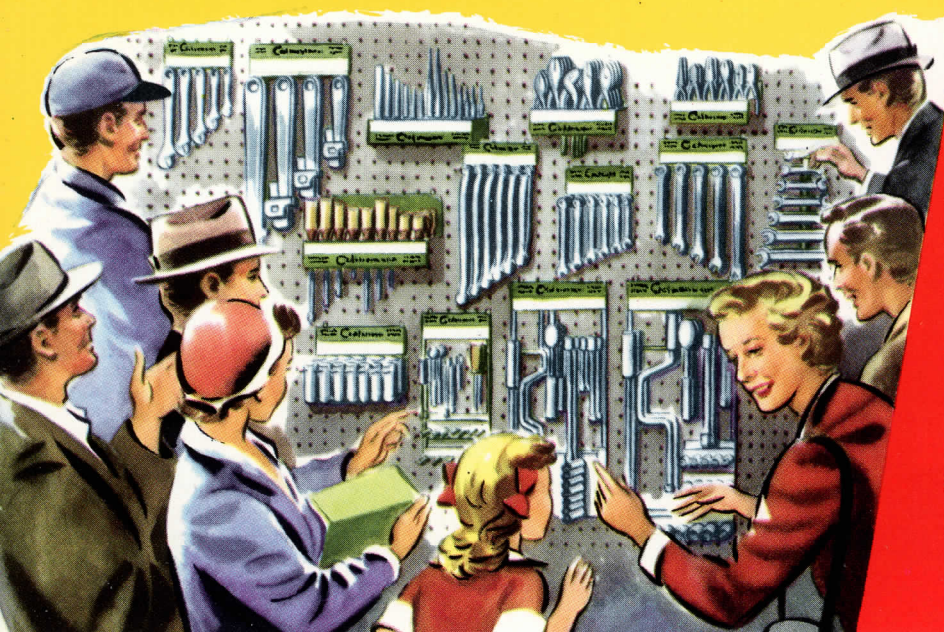
**with 16 DIFFERENT STREAMLINED
SMALL INVESTMENT ASSORTMENTS**
... of fastest Turnover - Everyday use TOOLS

- ★ "Wall-ettes" ARE UNIVERSALLY ADAPTABLE FOR HANGING ANYWHERE. EACH UNIT HAS TWO TOP HOOKS WHICH FIT ACCURATELY INTO ANY PERFORATED PANEL . . . OR UNIT CAN BE HUNG ON WALL OR DOOR BY "MAGIC BUTTONS" WHICH ARE INCLUDED FREE (see illustrations at left).
- ★ "Wall-ettes" OCCUPY SMALLEST SPACE EVER . . . ARE 100% SELF-SERVICE, WITH EACH TOOL CLEARLY IDENTIFIED AND RETAIL PRICE MARKED.
- ★ "Wall-ette" DISPLAY FIXTURES ARE FINELY FINISHED METAL THROUGHOUT. COMPLETE SET OF "SLIDE-IN" RETAIL PRICE MARKERS ARE FURNISHED WITH EACH UNIT.
- ★ "Wall-ettes" FEATURE ONLY NATIONALLY-ADVERTISED TOOLS WHICH ARE IN HEAVIEST DAILY DEMAND BY HOME OWNERS AND MECHANICS ALIKE. AND THE LOW POPULAR PRICES ASSURE IMMENSE TURNOVER AND PROFITS FOR YOU.
- ★ "Wall-ettes" ARE PERMANENT YEAR-ROUND AUTOMATIC SELLING UNITS . . . WITH "FILL-IN" SHIPMENTS OF EVERY TOOL PROMPTLY AVAILABLE FROM YOUR JOBBER.
- ★ ALL TOOLS SUPPLIED WITH "Wall-ettes" ARE FULLY COVERED BY AN UNCONDITIONAL FACTORY GUARANTEE BOTH FOR THE QUALITY OF MATERIALS AND FOR WORKMANSHIP.

Roll up vast "DO-IT-YOURSELF" Volume . . . Sell Mechanics, too!

Revolutionize your tool merchandising set-up . . . make revolutionary BIG DAILY PROFITS . . . and do it *automatically in a fraction of the space previously required*. Just hang up these Challenger "Wall-ettes" in your store (by inserting into "Perforated board" or by attaching with 2 "Magic Buttons" as shown at left). THEN YOUR CUSTOMERS SELL THEMSELVES—they select the tools they want, read the astoundingly low prices, and buy! You'll be amazed how your wall space sales-efficiency is

stepped up by these ultra-compact, ultra-attractive "Wall-ettes". You'll be amazed, too, at the steady profits every day—because "Wall-ettes" feature only nationally-advertised Challenger Tools which are in continual demand . . . and offer them at values that sell on sight. *So right now . . . check over both sides of this page . . . imagine what each one of these Revolutionary NEW "Wall-ettes" can do for you in your store . . . then get your order off to your jobber today!*



**NOW YOU CAN SET UP AN ENTIRE
TOOL DEPARTMENT IN A 42"x48" AREA
WITH THESE ULTRA-SPACE-SAVER**

challenger "Wall-ettes"

The 16 Challenger "Wall-ettes" listed on these pages display 138 different kinds of everyday demand tools . . . *in an area only 42" x 48"*. And since you can quickly make an endless variety of wall arrangements with "Wall-ettes" . . . you can further stimulate tool sales by frequently changing the arrangement to give your department a whole new "freshened-up" look!

100% SELF-SERVICE UNITS....



No. 8065 challenger
"Wall-ette"
PLIER ASSORTMENT

No. 8065 challenger PLIER "Wall-ette"

Both a miracle of compactness... and a giant for sales turnover. Displays all popular type pliers, yet measures only 10" x 10". Tools drop forged, heat treated. Designed for correct leverage and balance... deep gripper teeth... wire cutter... Bright Chrome Finish. CONTENTS, Slip-joint pliers as follows—4 No. 3105—5" • 4 No. 3126—6" • 4 No. 3148—8" • Also 4 No. 3246—6" thin-nose • 4 No. 3339—9½" all-purpose. Comes with Metal "Wall-ette" Display Fixture and printed "Slide-in" Retail Price Cards.

No. 8070 Challenger "Wall-ette" (not illustrated). Contents same as No. 8065 but pliers in Satin Chrome Finish.

No. 8045 challenger OPEN END WRENCH "Wall-ette"

Here are the volume movers in end wrenches... handle all nuts and bolts from ¼" through 1". Mechanics' grade, lightweight, balanced. Drop forged, heat treated. Jaws precision machined to S.A.E. Specifications. Mirror Chrome Finish. Overall size 9" x 12½".

CONTENTS—3 No. 5710—¼" x ⅝" • 3 No. 5714—⅜" x ⅞" • 3 No. 5718—½" x ⅞" • 3 No. 5722—⅝" x 1⅞" • 3 No. 5724—⅝" x ¾" • 3 No. 5728—⅞" x ⅞" • 3 No. 5732—1⅞" x 1" • Also Metal "Wall-ette" Display with printed "Slide-in" Price Cards.

No. 8030 challenger PIPE WRENCH "Wall-ette"

Extra strong pipe wrenches... beyond Government Specifications for normal duty. Drop forged jaws and handles. "Velvet-touch" adjusting nuts with burr-free thread. Frames are machine-polished to perfect flatness on sides, jaws also machine-ground on top, sides and front. Size overall 9" x 18".

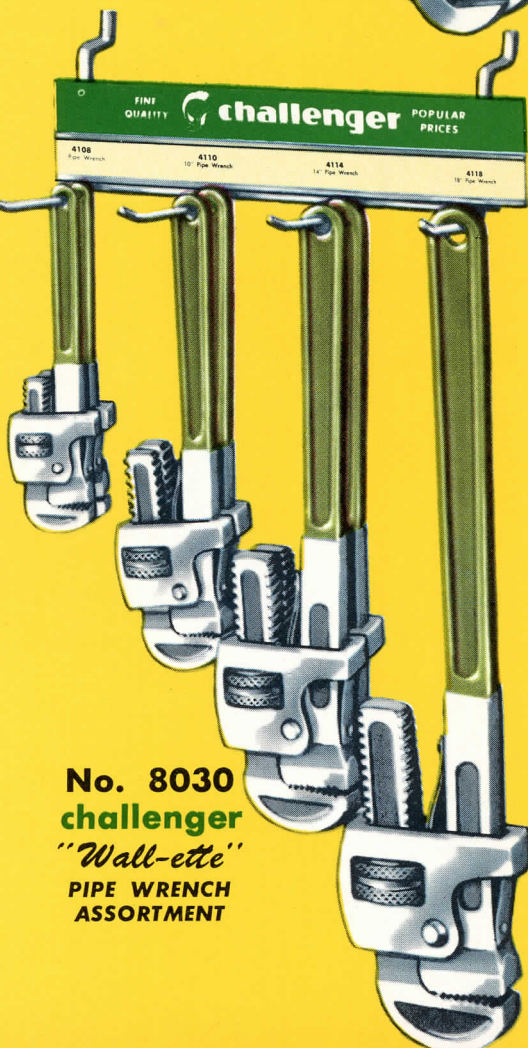
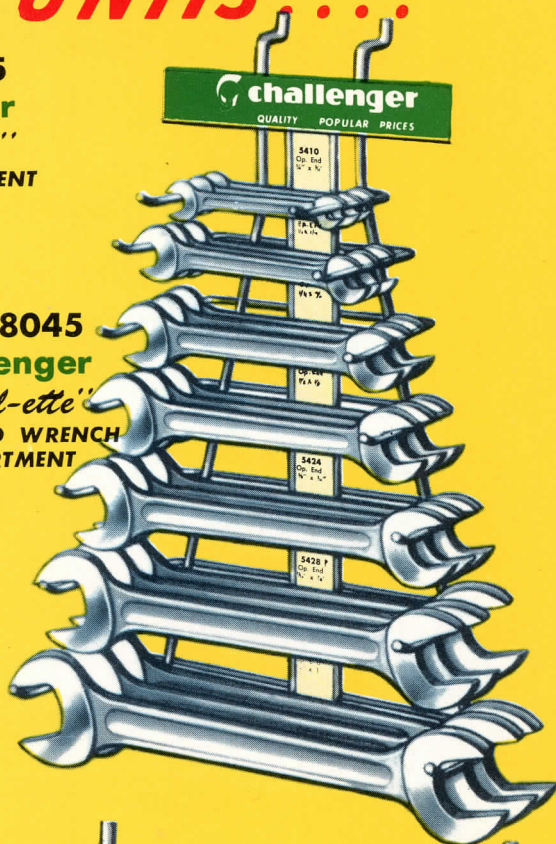
CONTENTS, Pipe Wrenches—2 No. 4108—8" • 2 No. 4110—10" • 2 No. 4114—14" • 1 No. 4118—18". Also 1 Metal "Wall-ette" Display with printed "Slide-in" Price Cards.

No. 8055 challenger SCREWDRIVER "Wall-ette"

All big sellers that cover mechanics', electricians' and household requirements. Fine quality... shatter-proof, shock-proof Plastic Handles, hand-forged Lifelong Blades. Low priced. Overall size 11" x 13". CONTENTS—3 No. 31—3" Round Blade • 3 No. 32—6" Round Blade • 3 No. 41 Stubby, Mechanics' Square Blade • 3 No. 42—4" Square Blade • 3 No. 43—6" Square Blade • 3 No. 44—8" Square Blade • 3 No. 51 Stubby Phillips #2 • 3 No. 52—2¾" Phillips #1 • 3 No. 53—4" Phillips #2. Also Metal "Wall-ette" Display Fixture with printed "Slide-in" Retail Price Card.



No. 8055 challenger
"Wall-ette"
SCREWDRIVER ASSORTMENT



No. 8030 challenger
"Wall-ette"
PIPE WRENCH ASSORTMENT

SEE OTHER SIDE FOR MORE...
...NEW "Wall-ettes"

Featuring Rapid-Turnover, Everyday-Demand Tools.



No. 8060

challenger "Wall-ette" CUTTING PLIERS ASSORTMENT

Indispensable for mechanics, electricians, home owners and the "Do-It-Yourself" and "Fix-It-Yourself" trade ... all finest quality cutting pliers with induction-hardened cutting edges for longest, hardest service ... and offered at prices that make them sell f-a-s-t! Drop forged from Top Alloy Steel, then heat treated. Beautifully polished heads with blue finish handles. Fully factory guaranteed. Overall size 10" x 8".

CONTENTS—2 No. 3050—7" Needle Nose • 2 No. 3346—6" Lineman's Side Cutting • 2 No. 3358—8" Lineman's Side Cutting • 2 No. 3366—6" Thin-Jaw Diagonal Cutting • 2 No. 3377—7" Heavy Duty Diagonal Cutting • Also Metal "Wall-ette" Display Fixture with printed "Slide-in" Retail Price Cards.



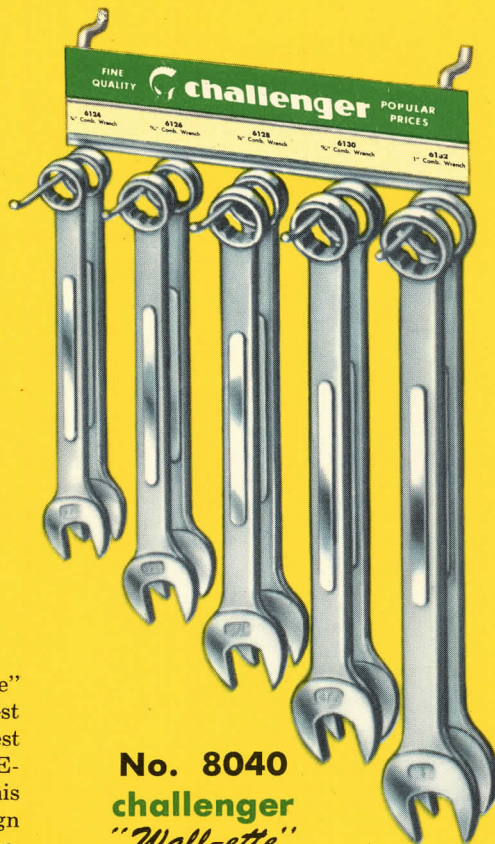
No. 8035 challenger "Wall-ette" COMBINATION WRENCHES ... SMALL SIZE RANGE

No. 8040. The perfect selling companion to No. 8035 "Wall-ette" ... completes size ranges from $\frac{3}{4}$ " through 1"... Strongest construction, made to give long satisfactory service under hardest home and shop use. Drop-forged from CHROME MOLYBDENUM STEEL. Precision throughout, the finest wrenches of this kind available ... lightweight, newest improved streamline design ... open ends have narrow heads, box ends are "Thin-wall" type. Mirror-finish Chrome plated. Overall size 8" x 14".

CONTENTS—2 No. 6124— $\frac{3}{4}$ " opening • 2 No. 6126— $\frac{13}{16}$ " opening • 2 No. 6128— $\frac{7}{8}$ " opening • 2 No. 6130— $\frac{15}{16}$ " opening • 2 No. 6132—1" opening • Also 1 Metal "Wall-ette" Display Fixture with printed "Slide-in" Retail Price Cards.

No. 8035. Extremely popular small size combination wrenches—day in and day out sellers that give you continuous worthwhile profit. Your customer gets double value—box ends for tightening and loosening nuts, and open ends for fast turning. Made to finest standards from drop-forged CHROME MOLYBDENUM STEEL. New balanced lightweight design for greatest ease and all-around utility; ample length affords excellent leverage; box ends are thin-wall for close work. Mirror-finish Chrome plated. Overall size 8" x $9\frac{1}{2}$ ".

CONTENTS—3 No. 6112— $\frac{3}{8}$ " opening • 3 No. 6114— $\frac{7}{16}$ " opening • 3 No. 6116— $\frac{1}{2}$ " opening • 3 No. 6118— $\frac{9}{16}$ " opening • 3 No. 6120— $\frac{5}{8}$ " opening • 3 No. 6122— $\frac{11}{16}$ " opening • Also Metal "Wall-ette" Display Fixture with printed "Slide-in" Retail Price Cards.



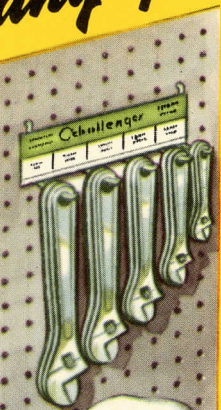
No. 8040 challenger "Wall-ette" COMBINATION WRENCHES ... LARGE SIZE RANGE

challenger "Wall-ettes" are Manufactured and Guaranteed by

NEW

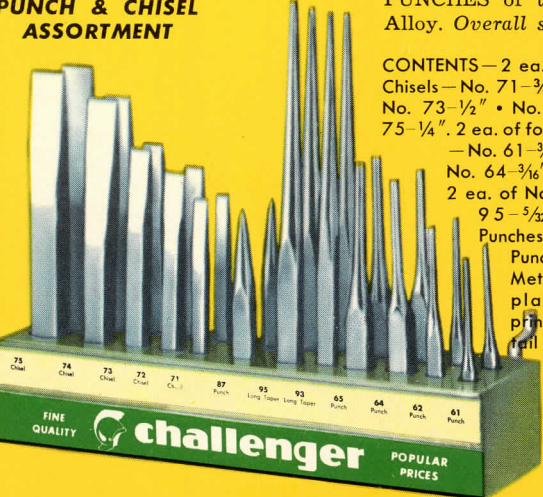
100% SELF SERVICE

hang up anywhere..



or on your
Wall or
Cabinet
Door

**No. 8050
challenger
"Wall-ette"
PUNCH & CHISEL
ASSORTMENT**



No. 8050. Contains "musts" for everyone . . . assorted COLD CHISELS in top-grade hardened Alloy Steel . . . chrome plated PIN, LONG TAPER & PRICK PUNCHES of toughest Special Alloy. Overall size 10" x 8".

CONTENTS—2 ea. of following Cold Chisels—No. 71— $\frac{3}{4}$ " • No. 72— $\frac{3}{8}$ " • No. 73— $\frac{1}{2}$ " • No. 74— $\frac{5}{8}$ " and No. 75— $\frac{1}{4}$ ". 2 ea. of following Pin Punches—No. 61— $\frac{3}{32}$ " • No. 62— $\frac{1}{8}$ " • No. 64— $\frac{3}{16}$ " and No. 65— $\frac{7}{32}$ ". 2 ea. of No. 93— $\frac{3}{32}$ " and No. 95— $\frac{5}{32}$ " Long Taper Punches • 2 No. 87 Prick Punches. Comes with 1 Metal "Wall-ette" Display Fixture and printed "Slide-in" Retail Price Cards.

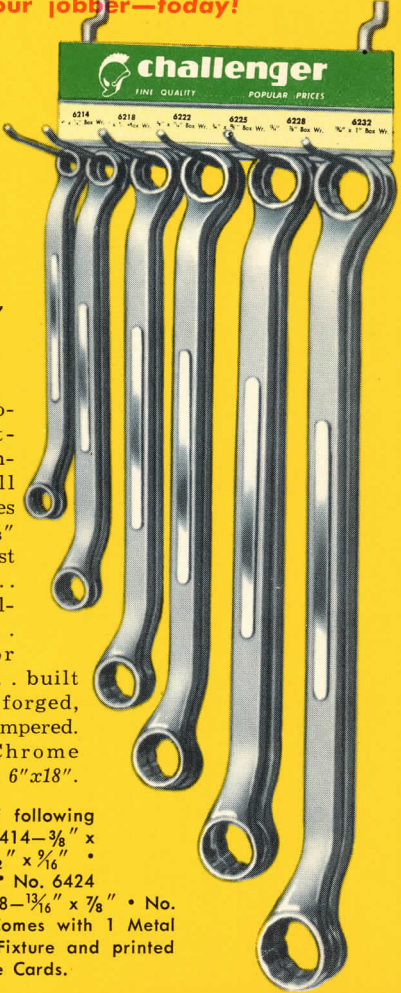
with 16 DIFFERENT Low Investment
ASSORTMENTS of DAILY-USE TOOLS

"Wall-ettes", exclusive with Challenger, establish an entirely new trend in tool merchandising . . . increase your profits sensationally . . . do it automatically, in a fraction of usual space. "Wall-ettes" are ADAPTED for HANGING ANYWHERE IN YOUR STORE . . . fit instantly into perforated panels . . . or quickly hang on ANY WALL OR DOOR by 2 "Magic Buttons" (included free). "Wall-ettes" feature NATIONALLY ADVERTISED CHALLENGER TOOLS . . . offer them at values which make customers buy. Increase **TURNOVER** and **PROFITS** from your tool department. Order Challenger "Wall-ettes" through your jobber—today!

**No. 8075
challenger
"Wall-ette"
BOX WRENCH
ASSORTMENT**

Much in demand today for "Do-It-Yourself", auto enthusiasts and all mechanics. Features most-used sizes— $\frac{3}{8}$ " through 1". Newest "Thin-Wall" ends . . . offset design for all-around utility . . . long handles for hefty leverage . . . built STRONG, drop-forged, heat treated and tempered. Mirror-finish Chrome plated. Overall size 6"x18".

CONTENTS—2 ea. of following Box Wrenches—No. 6414— $\frac{3}{8}$ " x $\frac{1}{16}$ " • No. 6418— $\frac{1}{2}$ " x $\frac{9}{16}$ " • No. 6420— $\frac{9}{16}$ " x $\frac{5}{8}$ " • No. 6424— $\frac{1}{4}$ " x $\frac{3}{4}$ " • No. 6428— $\frac{13}{16}$ " x $\frac{7}{8}$ " • No. 6432— $\frac{15}{16}$ " x 1" • Comes with 1 Metal "Wall-ette" Display Fixture and printed "Slide-in" Retail Price Cards.



"Wall-ettes"

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RIGHTS
RESERVED

PENENS CORPORATION, SCHILLER PARK, ILLINOIS

ORDER chal

